



Approval Requested:

(n/a – Joint Ventures with Travel Montana)

ORGANIZATION NAME Flathead CVB
 PROJECT NAME Seattle Business Monthly Co-op with Travel Montana
 APPLICATION COMPLETED BY Dori Muehlhof, Executive Director
 DATE SUBMITTED July 18, 2008

Project Overview

Seattle Business Monthly:

Seattle Business is a monthly publication distributed throughout the Puget Sound region. Most subscribers to this magazine are small businesses and a majority of the readers are at the executive level. Eighty-nine percent of readers are involved in purchasing decisions made at their business. Total circulation for this publication is 27,594.

Travel Montana will purchase a full page, full color ad in each issue that will be divided among the State and co-op partners. The State's message will be a 1/2 page ad with the option for participating partners to purchase 1/6 page ads. Each partnership includes participation in all three issues:

- November 2008: Financial Services; Featured Section
- January 2009: Tax Breaks for Businesses, Featured Section
- May 2009: Corporate Retreats; Featured Section

Advertising Cost (1/6 Page, full color):

+ \$2,422.56 for all three issues (CPM \$29.26)

Method of Project Evaluation

Quantifiable lead generation
 Web Link Traffic

Budget

Joint Ventures:
 Seattle Business Monthly \$2,433.56

Total Budget **\$2,433.56 (Joint Ventures)**